Ather Energy expands to Chennai: Launches Ather 450 in its second market

Company opens pre-orders in Chennai along with free Ather One subscription

Chennai, July 09, 2019: After a successful run in Bengaluru, Ather Energy officially began accepting pre-orders from consumers for its Ather 450 in Chennai. This is the second city the company is entering after its commercial launch in June 2018. Ather's flagship scooter has seen great traction from owners and reviewers and has changed the market's expectation of two wheelers.

Last weekend, Ather offered early access test rides to its followers in Chennai and showcased the 450 prior to its official launch. The event was focused on the Ather community that the company has built and had fifty Bengaluru owners travel to Chennai to share their ownership journey. This pre-launch event saw resounding response and the Ather 450 has already sold out till November in Chennai. The company is now opening pre-orders for its second limited batch of deliveries.

The on-road price of the Ather 450 is INR. 131,683 and Ather 340 will be priced at INR.119,091 in Chennai. The price includes the regulation 2 helmets, along with the FAME 2 subsidy and other basics like insurance, road tax, GST, and other fees.

Ather had begun the installation of its Ather Grid points in Chennai in May 2019. Since then, Chennai has seen installation of ten fast charging points. These charging points can be found in malls like Forum Vijaya Mall, offices like AtWorks and cafes, restaurants, and even grocery stores. To encourage adoption of EVs in the city, Ather Energy will provide free charging at Ather Grid till December 2019 for all electric 4Ws & 2Ws and will add 40-50 more charging points to their network.

The company will be opening Ather Space, the experience center at Wallace Garden, Nungambakkam on 20th July. Consumers can test ride vehicles at Space and get an in-depth view of electric vehicles and their usage.

The company has announced free Ather One subscription for all the deliveries in 2019, starting with the September batch. The Ather One plan offers customers free access to; public and home charging; regular maintenance inclusive of consumables; breakdown assistance; and unlimited data services at only INR 700 + GST monthly.

The company is increasing the production capacity of its manufacturing facility to ramp up deliveries in Bengaluru and Chennai. The waiting period for the vehicles has come down enabling faster deliveries to customers in the last month.

Quote by Tarun Mehta, Co-founder & CEO, Ather Energy:

"After the successful launch in Bengaluru, we are excited to enter Chennai, where Ather was born. There is an incredible amount of excitement and awareness of electric vehicles in the city. This was evident in the pre-launch event when we sold out our first batch of deliveries before the official launch in Chennai. Two out of three consumers pre-ordered a vehicle, some even before taking a test ride. We now believe that Chennai will be a bigger market than Bengaluru for us. We have spent the past year scaling up to meet the demand for Bengaluru and have been building more features and improvements on the 450. We have been experimenting with new forms of ownership like lease and are excited to launch the same in Chennai."

The Product – The Ather 450 is exclusively designed to suit the city's riding conditions. It has a top speed of 80 km/hr, a range of 75 km (IDC range of 107 km) and one of the quickest accelerations (0-40 km/hr) in the scooter category of 3.9 seconds. Also, for the first time in the category, Ather 450 comes with parking assist, which allows riders to reverse into tight parking spots.

The key differentiator of the Ather 450 is its intelligent features, seamless charging and ownership experience. The Ather 450 has a 7" touchscreen dashboard that allows onboard navigation with options of alternate routes and saved locations. It comes with the Ather app that enables push navigation from the phone to the vehicle dashboard, remote monitoring of the vehicle's health and charge status.

The Ather 450 comes with a home charging Point, that will be installed by the company at either owners' home or workplace. The company has introduced six major OTA updates on the vehicle since launch. These updates have enabled new improved features on the vehicle and the app, ranging from new ride modes, range and navigation improvements to ride statistics on the Ather app.

Ather Grid Locations in Chennai

Sr. No	Location	Type	Address
1	Bikes and Burgers	Restaurant	Kolathur
2	Coco Jaunt 1728	Restaurant	Anna Nagar
3	Soul Garden Bistro	Restaurant	Kilpauk
4	Forum Vijaya Mall	Mall	Vadapalani
5	AtWorks	CoWorking Space	Guindy
6	East Coast at Madras Square	Restaurant	Neelankarai
7	SunnyBee	Supermarket	Alwarpet
8	Ampa SkyWalk mall	Mall	Aminjikarai
9	Naturals	Luxury Salon	South Boag Road
10	Kriyates	Resort	Thoraipakkam

About Ather: Ather Energy, India's first intelligent electric vehicle manufacturer was founded in 2013 by IIT Madras alumni, Tarun Mehta, and Swapnil Jain. Backed by founders of Flipkart, Sachin Bansal & Binny Bansal, Hero Motocorp and Tiger Global. Ather Energy has designed India's first truly intelligent electric scooters - Ather 450 & Ather 340 - powered by a comprehensive public charging network, Ather Grid,

built and designed in India. With 31 charging Points in Bengaluru and 10 charging Points in Chennai, Ather Grid is the largest fast-charging network for electric vehicles in the country. The company's product line has won 25 awards in the design, automotive and technology categories. With over 51 patent applications, 113 trademarks and 123 design registrations to its name, Ather Energy aims to provide consumers with the best possible ownership experience. Ather Energy currently operates in Bengaluru and Chennai, followed by other major cities across the country.

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